

Membership Year 2003

January Survey

RE: Survey Results: *What Do CEOs Want to Know About . . . Key Trends in the Community College?*”

Below are the results of our 2003 survey of League Alliance CEOs exploring key trends in the community college field. As has been the case with our past trends surveys, this survey yielded a strong positive response.

Here are some key issues:

- Increasing enrollment, budget cuts, and rising tuition have many implications.
- There is a **STRONG** trend toward community college presidents becoming leaders in private fundraising.
- Given the broad budget challenges, program redesign and service creativity have become a priority.
- Trends in high-school/community college dual enrollment, expanded university transfer, and business partnerships point to the community college continuing and strengthening role in facilitating student transitions.
- Technology change is still with us, although a greater focus seems to be on training and expanding the use of technology in services and instruction to meet student demand.
- Helping foster a culture that supports change and creativity has become a must.
- More colleges are embracing their role in fostering student responsibility, civic engagement, and service.
- Legislators and communities continue their call for accountability from colleges.
- As our massive employee turnover continues, we are challenged to create effective orientation programs and honor the past through thoughtful retirement and transition strategies.
- Workforce training/development offerings and business partnerships continue to be important for community colleges.

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What Do CEOs Want to Know About . . . Key Trends in the Community College

A Survey of and for League Alliance CEOs

This survey is a follow-up to our extensive 1997 and 2000 studies of key trends in the community college. Like the previous studies, it is composed of questions exploring major trends in the community college field as identified in current national literature and conference programs.

These survey results are composed of the responses submitted by your fellow CEOs as part of the *Alliance* quarterly CEO survey service. The response rate for this survey was 37% (n=267).

- A. Demographic Information: Male : 73% Female: 27% Age: 57 (mean) Tenure as President in Years: 9.2 (mean)**
B. Do you believe that in the next 3 years at your institution:

	YES!	Yes	yes	?	no	No	NO!
1. Credit enrollment will increase.	52%	32%	10%	0%	3%	2%	1%
2. Noncredit, workforce enrollment will decrease.	11%	11%	9%	5%	18%	22%	24%
3. Minority enrollment will increase.	27%	33%	28%	5%	3%	3%	1%
4. Dual-credit programs with local high schools will expand.	22%	30%	27%	8%	6%	5%	2%
5. International student populations will decrease.	2%	5%	19%	19%	31%	17%	7%
6. Information technology access and instruction for low-income students will be an increasing institutional priority.	14%	35%	32%	8%	8%	2%	1%
7. More incoming students will already hold at least a bachelor's degree (e.g., in programs such as allied health, technology).	3%	23%	49%	10%	12%	3%	0%
8. Your institution will experience significant employee turnover.	11%	24%	28%	3%	20%	12%	2%
9. Technology support costs will increase with rising needs and expectations.	32%	43%	21%	2%	2%	0%	0%
10. More full-time faculty will retire in the next three years than did in the last 10 years.	18%	27%	20%	5%	20%	8%	2%
11. The number of part-time faculty will decrease.	2%	3%	8%	3%	25%	36%	23%
12. Orienting and training new faculty and staff will be an increasingly important institutional priority.	26%	46%	25%	1%	2%	0%	0%
13. Web-based tools will be used as a key part of Student Services.	40%	36%	23%	1%	0%	0%	0%
14. You will replace at least part of your Student Information System, HR System, or Finance System.	31%	24%	16%	4%	12%	6%	7%
15. Governing boards and legislatures will be less interested in seeing a return on investment from information technology.	1%	7%	9%	13%	22%	29%	19%
16. There will be a greater need for public service workers (e.g., teachers, nurses, police officers, EMTs) in your service area.	40%	39%	18%	2%	1%	0%	0%
17. Budget cuts will force program closings and redesigns.	25%	32%	29%	6%	6%	2%	0%
18. You will engage strategies to promote more civility in the campus community.	14%	27%	38%	15%	6%	0%	0%

~Thank you for your contribution to this survey.~
Survey #22: Key Trends (Jan. 03)

19. High-tech initiatives will be more likely to include high-touch (i.e., more personal contact) components.	9%	42%	36%	10%	2%	1%	0%
20. Developing and maintaining partnerships with local corporations will become less important.	4%	2%	2%	1%	11%	33%	47%
21. Supporting foundation efforts to raise funds to support institutional activities will become an increasing expectation for CEOs.	56%	35%	9%	0%	0%	0%	0%
22. Better facilitating successful transitions between the college and other educational sectors, and between the college and the workplace, will be an increasing priority.	38%	46%	14%	2%	0%	0%	0%
23. For-profit educational providers will expand their operations in your service area.	19%	32%	27%	11%	8%	3%	0%
24. Legislators will call for less accountability from colleges.	1%	0%	1%	1%	8%	22%	67%
25. Flux in funding will make it increasingly difficult to meet the challenges of rising enrollment.	49%	32%	16%	1%	2%	0%	0%
26. Helping foster a culture that can positively manage change will become essential.	50%	38%	10%	0%	1%	1%	0%
27. Recruiting professionals for leadership positions will become increasingly difficult.	25%	42%	17%	6%	7%	3%	0%
28. You will adopt strategies from the learning-centered education movement.	27%	39%	27%	6%	0%	1%	0%
29. Knowledge management strategies—using technology to capture key expertise in functional areas (e.g., advising)—will be used to adapt to increasing employee turnover.	13%	32%	38%	11%	4%	2%	0%
30. Fewer attempts will be made to base decisions on quality data from college information systems.	1%	1%	2%	3%	12%	35%	46%
31. Findings from brain-research and learning studies will be used to guide new curriculum development.	6%	19%	39%	22%	9%	4%	1%
32. Steps will be taken to modify the general education core to meet the learning needs of the 21 st century student.	15%	33%	42%	6%	3%	1%	0%
33. The mission of workforce training will become less important.	0%	1%	3%	1%	10%	29%	56%
34. Basic skills/developmental programs will increase enrollment.	19%	39%	29%	5%	5%	2%	1%
35. The number of certificate programs will decrease.	3%	2%	6%	4%	30%	34%	21%
36. The number of alternative program offerings (accelerated degree programs, inter-institutional program partnerships) will increase.	22%	36%	29%	6%	4%	1%	2%
37. Your college will expand programming to help encourage the civic engagement of students (e.g., voting, volunteerism, civic involvement).	11%	30%	41%	12%	6%	0%	0%
38. New facilities will be built for campus-based programs.	28%	29%	32%	4%	1%	4%	2%
39. Fostering students' personal responsibility and empowerment will become less important.	0%	2%	2%	3%	22%	44%	27%
40. Your college will be challenged to be more creative with programming and services.	49%	38%	13%	0%	0%	0%	0%
41. You will explore offering bachelor's degrees in specific programs.	12%	11%	12%	9%	18%	15%	23%
42. Your institution will significantly increase tuition.	21%	27%	28%	5%	10%	4%	5%

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